

### CLAIMS

The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

- 1 1. A method for providing content, comprising:  
2 determining at least one attribute of a person;  
3 determining a content segment based, at least in part, on said at least one attribute  
4 of said person; and  
5 providing said content segment to a device associated with said person, wherein  
6 said device is capable of transmitting said content segment.
- 1 2. The method of claim 1, wherein said determining at least one attribute of a person  
2 includes at least one of the following:  
3 receiving data indicative of said at least one attribute;  
4 receiving data indicative of said at least one attribute and selecting from among a  
5 plurality of people at least one person who possesses said attribute;  
6 receiving data indicative of a location of said person;  
7 receiving data indicative of a location of said device;  
8 receiving data indicative of a topic of interest to said person; and  
9 receiving data indicative of a preference of said person.
- 1 3. The method of claim 1, wherein said determining a content segment based, at  
2 least in part, on said at least one attribute includes at least one of the following:  
3 receiving a request for a specific content segment;  
4 receiving a command for a specific content segment;  
5 receiving an instruction to provide a specific content segment;  
6 receiving data indicative of a selection of said content segment by said person;  
7 receiving data indicative of a selection of said content segment by said device;

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8 receiving data indicative of a preference for said content segment by said person;  
9 and  
10 providing said person an option of at least two content segments and allowing  
11 said person to make a selection from among said at least two content segments.

1 4. The method of claim 1, wherein said providing said content segment to a device  
2 associated with said person includes at least one of the following:  
3 sending a notification to said device, said notification including data indicative of  
4 said content segment;  
5 sending a notification to said device, said notification including data indicative of  
6 a location of said content segment;  
7 receiving data indicative of said device; and  
8 determining said device.

1 5. The method of claim 1, wherein said transmitting said content segment includes at  
2 least one of the following:  
3 broadcasting said content segment within a localized area containing said device;  
4 broadcasting said content segment within a localized area containing said person;  
5 broadcasting said content segment via a Bluetooth compliant device;  
6 transmitting said content segment via a wireless signal; and  
7 wirelessly transmitting said content segment to another device.

1 6. The method of claim 1, wherein said attribute of said person includes at least one  
2 of the following:  
3 a location of said person;  
4 a location of said device;  
5 a citizenship of said person;  
6 a nationality of said person;  
7 a residence of said person;

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- 8 a preference of said person;
- 9 a topic of interest to said person;
- 10 travel experience of said person;
- 11 an occupation of said person;
- 12 a marital status of said person;
- 13 an income level of said person;
- 14 an educational background of said person;
- 15 a group said person is affiliated with;
- 16 an employment status of said person;
- 17 a gender of said person;
- 18 a race of said person;
- 19 age of said person;
- 20 an age range that includes an age of said person;
- 21 a medical history of said person;
- 22 a medical condition of said person;
- 23 a social status of said person;
- 24 a demographic characteristic of said person;
- 25 a demographic profile of said person;
- 26 an attribute of a device associated with said person;
- 27 an attribute of a device associated with at least one other person associated with
- 28 said person;
- 29 an attribute of a device carried by another person in proximity to said person;
- 30 an attribute of a device associated with at least one other person in proximity to
- 31 said person.
- 32 an attribute of at least one other person associated with said person; and
- 33 an attribute of at least one other person in proximity to said person.

1 7. The method of claim 1, wherein said content segment includes at least one of the  
2 following:

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- 3 educational content;
- 4 entertainment;
- 5 training materials;
- 6 an advertisement;
- 7 a survey;
- 8 a question;
- 9 an animation;
- 10 a sound file;
- 11 a video clip;
- 12 a multimedia file;
- 13 an image;
- 14 software code;
- 15 text material; and
- 16 rich media.

1 8. The method of claim 1, further comprising:  
2 determining said localized area.

1 9. The method of claim 1, further comprising:  
2 providing a notification of said content segment to a second device.

1 10. The method of claim 1, further comprising:  
2 providing a notification of said content segment to a second person.

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1 11. The method of claim 1, further comprising:  
2 determining an attribute of said device.

1 12. The method of claim 1, wherein said attribute of said device includes at least one  
2 of the following:

3 accessibility of said device;  
4 availability of said device;  
5 operational speed of said device;  
6 a display capability of said device;  
7 storage capacity of said device; and  
8 transmission capability of said device.

1 13. The method of claim 1, further comprising:  
2 determining said device.

1 14. The method of claim 13, wherein said determining said device includes at least  
2 one of the following:

3 determining a device carried by a person in proximity to said person;  
4 determining a device associated with a person associated with said person;  
5 selecting said device from a plurality of devices associated with said person;  
6 selecting said device based, at least in part, on capacity of a communication  
7 channel to said device;  
8 selecting said device based, at least in part, on said content segment; and  
9 selecting said device based, at least in part, on an attribute of said device.

1 15. The method of claim 1, further comprising:  
2 determining said person.

1 16. The method of claim 15, wherein said determining said person includes at least  
2 one of the following:

3 receiving an identifier associated with said person;  
4 selecting said person from a group of potential recipients of a content segment;  
5 identifying said person from data included in a request to provide a content  
6 segment;

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7 selecting said person based, at least in part, on an attribute of at least one device  
8 associated with said person;  
9 identifying said person based, at least in part, on an request to provide a content  
10 segment; and  
11 receiving a request from said person to provide a content segment.

1 17. The method of claim 1, wherein said device is a user device.

1 18. The method of claim 1, further comprising:  
2 determining compensation available to said person.

1 19. The method of claim 18, further comprising:  
2 providing a notification regarding said compensation.

1 20. The method of claim 1, further comprising:  
2 providing said compensation.

1 21. The method of claim 1, wherein said localized area includes at least one of the  
2 following:  
3 a room;  
4 a plurality of rooms;  
5 an area not greater than one hundred and fifty square meters;  
6 an area not greater than one-hundred and twenty square meters;  
7 an area not greater than seventy-five square meters;  
8 an area not greater than fifty square meters;  
9 an area not greater than twenty-five square meters;  
10 an area not greater than ten square meters;  
11 an area not greater than five square meters;  
12 an area not greater than two square meters;

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13 an area not greater than one square meter;  
14 an area surrounding a device;  
15 an area surrounding an object;  
16 an area surrounding a person;  
17 an area within reception range of a Bluetooth compliant transmission device; and  
18 an area surrounding a transmitter of said content segment.

1 22. The method of claim 1, further comprising:  
2 determining an identity of said person.

1 23. The method of claim 1, further comprising:  
2 determining a rule governing transmission of said content segment by said device.

1 24. The method of claim 1, further comprising:  
2 receiving confirmation of said attribute.

1 25. The method of claim 1, further comprising:  
2 receiving a notification that said content segment has been received by said  
3 device.

1 26. The method of claim 1, further comprising:  
2 receiving a notification that said content segment has been transmitted by said  
3 device.

1 27. A method for providing content, comprising:  
2 transmitting at least one wireless signal within a localized area, said at least one  
3 signal being indicative of availability of a plurality of content segments within said  
4 localized area; and

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2 receiving a request to transmit at least one of said plurality of content segments.

1 32. The method of claim 27, wherein transmitting at least one of said plurality of  
2 content segments via a wireless signal within said localized area includes transmitting  
3 said at least one of said plurality of content segments via a wireless signal at least twice  
4 during a designated time period.

1 33. A method for receiving content, comprising:  
2 receiving data indicative of availability of at least one content segment within a  
3 localized area; and  
4 locating a device within said localized area, wherein said device is capable of  
5 receiving a signal indicative of said at least one of said at least one content segment.

1 34. The method of claim 33, wherein said receiving data indicative of availability of  
2 at least one content segment within a localized area includes receiving said data while  
3 said device is in said localized area.

1 35. The method of claim 33, further comprising:  
2 transmitting data indicative of said at least one content segment within said  
3 localized area;  
4 transmitting data indicative of said at least one content segment outside said  
5 localized area;  
6 receiving said data while outside said localized area and transmitting data  
7 indicative of said content segment within said localized area; and  
8 receiving said data while inside said localized area and transmitting data  
9 indicative of said content segment within said localized area.

1 36. The method of claim 33, further comprising:  
2 selecting said at least one of said at least one content segment.

1 37. The method of claim 33, wherein said signal is one of the following:  
2 an electromagnetic signal; and  
3 an non-audible sound signal.

1 38. The method of claim 33, further comprising:  
2 providing a notification of a selection of said at least one of said at least one  
3 content segment.

1 39. The method of claim 33, wherein said localized area includes at least one of the  
2 following:

- 3 a room;
- 4 a plurality of rooms;
- 5 an area not greater than one hundred and fifty square meters;
- 6 an area not greater than one hundred and twenty square meters;
- 7 an area not greater than seventy-five square meters;
- 8 an area not greater than fifty square meters;
- 9 an area not greater than twenty-five square meters;
- 10 an area not greater than ten square meters;
- 11 an area not greater than five square meters;
- 12 an area not greater than two square meters;
- 13 an area not greater than one square meter;
- 14 an area surrounding a device;
- 15 an area surrounding an object;
- 16 an area surrounding a person;
- 17 an area within reception range of a Bluetooth compliant transmission device; and
- 18 an area surrounding a transmitter of said content segment.

1 40. A method for processing content, comprising:  
2 providing data indicative of an attribute;

